

PROCEEDINGS



INTERNATIONAL SEMINAR FOR RESEARCH MONTH

**“Innovation, Development and Utilition
of Research and Community Service”**

Organized by :

**Lembaga Penelitian dan Pengabdian Kepada Masyarakat
UNIVERSITAS PEMBANGUNAN NASIONAL VETERAN JAWA TIMUR**

PREFACE

All praise and thanks to the presence of Allah Almighty who has given His grace and guidance on unresolved Proceedings of the International Seminar Research Month 2016 with the theme "Innovation, Development and Utilization Research and Community Services" held on November 15, 2016 at the Hotel Ibis Surabaya.

The Proceedings contains conclusion of the seminar that discusses the innovation, development and utilization of research results to the community in various fields, which are expected to contribute to the development of concepts and applications that can be used by government and industry in running the nation's development.

We thank the International Research Month seminar speakers, who have given the article that supports the conclusion of these proceedings.

May the Almighty Allah bless all our activities, and are pleased to record them as acts of worship. Amin.

Surabaya, November 2016

CONTENT

PREFACE	page i
CONTENT	ii
FOCUS ON ARCHITECTURE	1
Thermal Performance Optimization Of Students Flats in Hot Humid Tropical Climate. Case Study : Student Flats Upn Veteran East Java Heru Subiyantoro and Erwin Djuni Winarto	2
Sign System Of Universitas Pembangunan Nasional “Veteran” Jawa Timur Environment Masnuna and Heidy Arviani	11
The Design Concept Of Image Of <i>Kampung</i> Pandean Sidoarjo Through Place Identity Muchlisiniyati Safeyah, Eva Elviana And Aris Sutejo	16
Review The Semanctic System Of Today’s <i>Alun-Alun</i> Malang Wiwik Dwi Susanti and Dyan Agustin	20
Creativity and Skills Increase of PKK Members at Flat Through Making Accessories and Interior Crafts From Patchwork Dyan Agustin and Wiwik Dwi Susanti	25
Empowerment Housewives at RT 10 RW 02 District Medokan Ayu Rungkut to Create Environments Green Through Gardening Verticulture Training Systems Sri Suryani Y.W and Niniek Anggriani	29
FOCUS ON ECONOMICS	33
Effect of Work Family Conflict And Family Work Conflict Towards Job Stress of Female Lecturers at UPN Veteran Jatim Resi Permanasari dan Bowo Santoso	34
Feasibility of Investment in The Area Affected by The Construction of The East Ring Road Surabaya, Indonesian Y. Yuniningsih, M. Taufiq, Marseto Marseto dan Djohan Mashudi	41
Testing Pecking Order Theory in Jakarta Islamic Index Ira Wikartika and Zumrotul Fitriyah	45
Effects of Self-Efficacy, Perceived Organizational Support and Social Relationship in The Workplace on Responses to Change Among Operational Managers at Drinking Water Regional Company (PDAM) in East Java Hesty Prima Rini	51
Improved Performance Through The Auditor Interaction Model Sri Hastuti, Rina Moestika Setianingrum and Tamadoy Thamrin	57
Optimization of The Business Study Group Through Innovative Products and Partnership to Community Development Sjafi'i, Gideon Setyo Budiwitjaksono, Supriyono and Pandji Soegiono	63
Inclusive Finance and Financial Literacy (Study On Small Medium Enterprises (SMEs) In East Java) Muhadjir Anwar, Eko Purwanto, R. A Suwaidi and Mas Anienda TF	76
The Analysis of Organizational Citizenship Behavior and The Performance of Lecturer in The University of Pembangunan Nasional "Veteran" East Java Rizky Dermawan and Pandji Soegiono	80
Trio ABG Model and Competitive Advantage Growing in Creative Industry in East Java Gendut Sukarno, Sri Mulyaningsih, Lia Nirawati and Mei Retno Adiwaty	90
Investment Incentives Models and Strengthening Institutional Capacity in The District Ngawi East Java Saiful Anwar, Dhani Ichsanuddin Nur, Sulastri Irbayuni and Nurjanti Takarini	100

The Support Program Character of The Country (PKBN) Zawawi and Chrystia Aji Putra	107
Testing Pecking Order Theory in Jakarta Islamic Index Ira Wikartika and Zumrotul Fitriyah	113
Factors Affecting The Satisfaction of Learning Teaching Students With Perspective As A Consumer of Higher Education Luky Susilowati and Pandji Sugiono	119
Development of Chips Fish Skin Payus UMK Gunung Anyar Tambak Surabaya Luky Susilowati, Sulastrirbayuni and Nuruni Ika Kw	125
Model Function Estimated Consumption In Surabaya Based Approach Expenditure M. Taufiq, Wiwin Priana and Djohan Mashudi	128
Economic Growth Model Location Quotient (LQ) in East Java Province Wiwin Priana, Dewi Krishna, Ira Wikartika	132
Influence Policy to Be Ptn Upnv Jatim to Performance Revenue and Lecturer Ninie Imaningsih, Muchtolifah and Sishadiyati	137
Analysis of Economic Sectors in The District Borders Between East Java and Central Java Patrap Wiprpto, Wiwin Priana, Niniek Imaningsih and Muchtolifah	143
Focus On Industries Technology	152
The Manufacture Of Particle Board By Using Lignin Adhesive For Cacao Peel Mu'tasim Billah, Titi Susilowati and Diah Hari Suryaningrum	153
Zeolite Activation As An Adsorbent Of CO ₂ Gas Isni Utami, Sri Redjeki, Dwi Hery Astuti and Nurul Widji Triana	156
Simulation Of Hydrolysis Cellulose With Acid Catalyst Using CFD (Computational Fluid Dynamic) Method Sari Ni Ketut, Sutiyono S and Dira Ernawati	160
Customer's Perception And Expectation For Reverse Logistics Implementation Farida Pulansari, Dwi Sukma Donoriyanto and Nisa Masrurah	168
The Duration Effect of The Bleaching Process of Palm Oil To The Red Color's Absorption By Using Activated Trass Rock Laurentius Urip Widodo, Sukirmiyadi and Kindriari Nurma Wahyusi	172
The Manufacture Of Particle Board By Using Lignin Adhesive For Cacao Peel Mu'tasim Billah, Titi Susilowati and Diah Hari Suryaningrum	177
Influence of Silicon Fertilizer On Growth And Yield of Corn Plant (<i>Zea Maize</i>) Under Greenhouse Conditions Bambang Wahyudi, Yonny Koentjoro and Purnomo Edi Sasongko	181
FOCUS ON FOOD TECHNOLOGY	190
Analysis Physical Chemistry Formulation "Es Puter" From The Fruit of Mangrove (<i>Sonneratia caseolaris</i>) Sri Djajati, Rudi Nurismanto and Jariyah	191
Assessment of Proportion Soybean Flour and Lesser Yam Tubers Flour on Pedada Fruit (<i>Sonneratia Caseolaris</i>) BAR Enny Karti Basuki Susiloningsih, Titi Susilowati and Tatiek Sri Hajati	196
FOCUS ON CIVIL ENGINEERING	200
Comparison of Bending Strength Concrete Floor Plate CFRP Reinforcing With Wire Mesh Reinforcing An Alternative The Best Choice for Concrete Reinforcing Floor Plates Made Dharam Astawa, Nyoman Dita P Putra and Eddy Poernomo	201
Use Of Plastic Waste High Density Polyethylene (Hdpe) In Campus And Bottom Ash With Carbonization For Making Friendly Environment Briquettes Mohamad Mirwan, Firra Rosariawari and Sumaidi	209
Effect Of Flow Rates And Filter Media In Removing Natural Organic Matter As Detected By Using Fluorescence Excitation Emission Matrices Okik Hendriyanto Cahyonugroho, Euis Nurul Hidayah and Yayok Suryo Purnomo	214

Consumption Salt From Crude Solar Salt Ketut Sumada, Retno Dewati and Suprihatin	220
Mapping And Temporal Analysis of Traffic Congestion In Artery Road of Surabaya Based on Geographic Coordinate Hendrata Wibisana and Nugroho Utomo	223
Liquid Film Flows on Hydrophylic Surface In Rotating Vertically Disc Contactor Novirina Hendrasarie and Minarni Nur Trilita	230
The Analysis Of Customer Satisfication On Service Quality Sugeng Rahayu “Patas” Bus Fithri Estikhamah and Hera Widyastuti	237
Technology Application Manufacture Block Paving In Villages Medokan Ayu District Rungkut Wahyu Kartini and Novie Handajani	242
FOCUS ON INFORMATION TECHNOLOGY	246
Vehicle License Plate Tracking and Recognition System Using Maximally Stable Extremal Regions (MSER) and Optical Character Recognition (OCR) Basuki Rahmat, Endra Joelianto, I Ketut Eddy Purnama and Mauridhi Hery Purnomo	247
Online Monitoring Koi Fish Farming System Using Intelligent Fishcarelab System (IFS) Basuki Rahmat, Tuhu A. Rachmanto, Minto Waluyo, M. Irwan Afandi, Helmy Widyantara and Harianto	250
Rice Price Forecasting Using Holt – Winters Exponential Smoothing Methods M Irwan Afandi and Eka Dyar Wahyuni	254
Google Map API Usage For Web GIS Land Cover Application Eka Dyar Wahyuni and Siti Mukaromah	258
Color Matching For Chlorophyl Content Analysis on Angsana Leaf Dataset Wahyu S. J. Saputra and Eva Yulia Puspaningrum	262
Application and Evaluation Software Application Support School Activities (Aplpks) in SMP Al Falah Assalam Waru Sidoarjo Rizky Parlika and Budi Nugroho	266
Community Empowerment: Instilling The Mindset Of Creativity and Like To Create Through Basic Computer Science Learning Mohamad Irwan Afandi, Eka Dyar Wahyuni and Siti Mukaromah	271
Online Knowledge Repository Of Course/Lab Work Management Based On Ontology Prisa Marga Kusumantara and Tri Latif Mardiyanto	275
Design Of Computer Network Infrastructure In Upn "Veteran" Jatim Using Dynamic Routing OSPF Achmad Junaidi, Henni Endah Wahanani and Handoyo	281
FOCUS ON SOCIAL	286
Level Of Compliance UPN "Veteran" East Java On Implementation Of Law Number 25 Of 2009 Concerning The Public Service Tukiman, Herlina Suksmawati and Budi Prabowo	287
The Development Of Product Quality And Management For Small And Medium Enterprise Handicraft In Surabaya Through Problem Based Learning Sarah Anabarja, Megahnanda A.K. and Sonja Andarini	296
In Campus Training As A Preparation For Thematic KKN UPN Veteran Jawa Timur Kusnarto and M. Syahrul Munir	302
National Identity And Nationalism Values Of UPN Veteran Jawa Timur Students (Learning Model Of National Identity To Develop Students Character) Ade Kusuma and Syifa Syarifah Alamiyah	305
Netizen Communication Ethics In Social Media: Virtual Ethnographic Study Of Netizen Communication Ethics In Commenting News And Information On Facebook Page E100 Radio Suara Surabaya Syafrida Nurrachmi F and Ririn Puspita T	312

Social Media and Social Change : Self Identity Construction and Self Presentation in Cybersociety Yuli Candrasari	317
Pre Community Development Program Based “Bela Negara” Ananta Prathama and Ahmad Zamzamy	323
Empowering Fisherwoman In Business Development Meatballs Mussels In Bluru Kidul Village, Sub-District Sidoarjo Residence Sidoarjo Didiek Tranggono, Sri Djajati and Sonja Andarini	326
The Implementation Of Strategic Block And Interconnection Strategy on East Java Batik Tenun Ikat Craft Center Didiek Tranggono, Jojok Dwiridhotjahjono, Maria Indira Aryani and Resa Rasyidah	331
The Behavior Pattern of People To Use Of Surabaya Single Window (SSW) Program As Licensing Online To Reducing Corruption, Collusion and Nepotism in Surabaya Agus Widiyarta, Catur Suratnoaji and Sumardijati	336
Analysis Of The Influence On Performance Certification Lecturer (Case Study Lecturer Women in UPN "Veteran" Jawa Timur) Siti Ning Farida, Lisa Sulistyawati And Susi Hariyawati	343
Job Performance Assesment System in Government of City and District in Province of East Java Indonesia Diana Hertati and Nurhadi	351
The Perception New Student Toward Upn “Veteran” Jawa Timur As The New State University Diana Amalia, Saifuddin Zuhri and Irwan Dwi Arianto	357
“State Defense” Brand Activation Of Upn “Veteran” Jatim Using Social Campaign Aryo Bayu Wibisono, A.R. Yani, Albert Daniel P, M. Yafi Haladi and D. Iswahyu Putra	364
Typography Legibility And Readability Of Electronic Learning Media in The Faculty of Civil Engineering and Planning Aris Sutejo and Ahmad Zamzamy	369
Alternative Dispute Settlement Business Model To Support Asean Economic Community (AEC) In Indonesia Mas Anienda TF and Fauzul Aliwarman	373
FOCUS ON AGRICULTURE	379
Degradation Rate Enhancement Methods of Organic Materials By Vermicompost Pancadewi Sukaryorini	381
Empowerment Of Communities Affected By Disasters Lumpur Lapindo Through Optimizing Land Use Yard In The Village Of Glagaharum Porong, District Sidoarjo, East Java Purwadi and Siswanto	384
Lapindo Mud Pollution Effects on Total Fe and Pb Content af Corn (<i>Zea Mays L.</i>) Purwadi and Siswanto	390
Captive Owl (<i>Tyto Alba Javanica Gmel</i>) As Agent For Biological Pest Control Rats Field (<i>Rattus argentiventer</i>) in Group Farmers of Mojoanyar Sub District, Mojokerto Distrct. Moch Sodiq, Wiludjeng and Sutoyo	396
Potential Of White Oyster From Various Media Agro Industrial Waste Widiwurjani and Guniarti	399
Rice Management and The Role Of Farmer Food Barn in Lamongan Regency, East Java, Indonesia Zainal Abidin and Pawana Nur Indah	403
The Characteristics Of Growth And Production Plant Of Chili Pepper (<i>Capsicum annum</i>) As A Result Of The Existence Of Prunning Leaves Djarwatiningsih PS and Widiwurjani	411
Education and Training Development Center, Based Character, in Efforts To Increase Awareness Of The Martial For The Young Generation Mulyanto, Sri Wibawani and Tukiman	413